

A Network of the National Association of State Treasurers

2024 Virtual CSPN Prepaid Tuition Plan Mini Conference

April 10 – 11 | 1pm - 4pm (ET)



Welcome from the CSPN Chair

Chair of the College Savings Plans Network

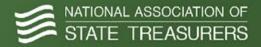


Mary Morris, CEO, Virginia529



Let's get this party started!





Today's Lineup

	Day 1 Agenda (April 10)		
1:00pm – 1:20pm	Welcome and Overview – Prepaid Co-Chairs: Karen Principe, Virginia529 and Luke Minor, WA529		
1:20pm – 1:25pm	Break		
1:25pm – 2:40pm	A Marriage of the Marketing Minds: Spotlight on Prepaid MarketingModerator:Lael Oldmixon, Alaska 529Panelists:Heather Barthelmes, Michigan Department of Treasury; Will Thompson, Florida Prepaid; Claire Whittington, Catalis		
2:40pm – 2:50pm Break			
2:50pm – 4:00pm	Well-funded Plans: Where Do We Go From Here?Moderator:Andrea Feirstein, AKF Consulting GroupPanelists:Luis Sierra, Marquette Associates; Matt Larrabee, Milliman; Luke Minor, WA529; Claire Whittington, Catalis		
4:00pm – 5:00pm	BONUS Session: Networking		



Tomorrow's Lineup

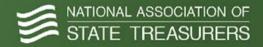
	Day 2 Agenda (April 11)	
1:00pm – 1:10pm Welcome and Overview – Prepaid Co-Chairs: Karen Principe, Virginia529 and Luke Minor, WA529		
1:10pm – 1:15pm	Break	
1:15pm – 2:30pm	Let the Good Times Roll: Rolling out the new Roth IRA Rollover provisionsModerator:Mary Anne Busse, Great DisclosurePanelists:John Stevens, PA529Carolyn Bishop, Virginia529Linda Fernandez, Texas	
2:30pm – 2:40pm	Break	
2:40pm – 3:50pm	State of the States: Prepaid Style Moderator: Karen Principe, Virginia529 and Luke Minor, WA529 Panelists: Y'all (AL, AK, FL, KY, MA, MI, NV, PA, PC529, TX, VA, WA)	
3:50pm – 4:00pm	Closeout and Recap	



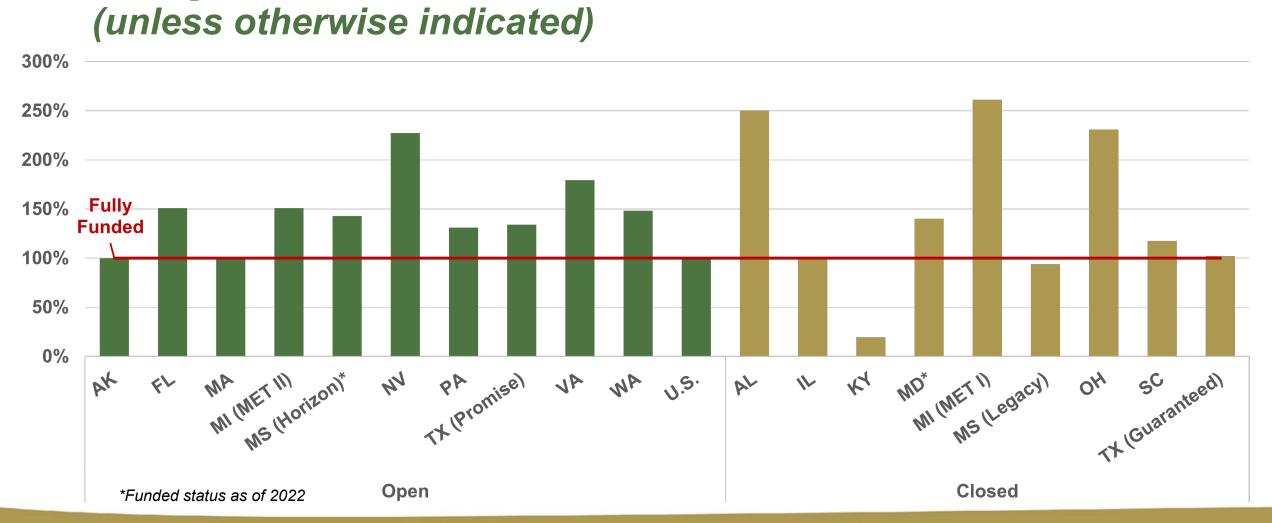
Prepaid plan status board

11 Open Plans	7 Closed Funded Plans
Alaska Pennsylvania	Alabama
Florida Private College 529	Illinois
Massachusetts Texas	Kentucky
Michigan Virginia	Maryland
	Ohio
Mississippi Washington	South Carolina
Nevada	Texas

Resource: See 2023 Prepaid "one-pager"



Prepaid Plan Funded Status as of 2023





Purchase models

- Contract
 - Commit to purchasing a certain number of years at a fixed price
- Certificate
 - Purchase tuition certificates redeemable at specific institutions
- Unit
 - Buy fractional years of tuition (tuition units) at the rate in effect at the time of the purchase
- Credit
 - Pre-purchase actual college credits at the current credit rate
- Hybrid
 - May include one of the types above, combined with an investment portfolio





Pricing structures

Age-based pricing vs. single price

- Some states offer pricing aligned with a beneficiary's age or expected holding period
- Some states offer a single price for all age cohorts

Institution type vs. single price

- Some states offer various tiers allowing families to buy, for example, a community college plan or a 4-year university plan
- Some states offer a single price for all intended uses





Payment terms

- Single lump sum purchase (available in most types)
- Pay-as-you go (more common in unit or credit plans)



 Fixed monthly installments over a selected term (more common in contract plans, but also offered in some unit plans)



Payout/redemption models

- Institution-based payouts with alternative payout for out-of-state and/or non-public institution attendance
 - Alternative payout examples: weighted average tuition, alternative minimum payout (principal + interest), investment earnings if in a hybrid plan, etc.
- Single payout no matter where benefits used
- Refunds or alternative payout mechanisms often used when benefits withdrawn for non-qualified purposes





Now, let the festivities begin...

Session #1 A Marriage of the Marketing Minds: Spotlight on Prepaid Marketing

- Moderator:
 - Lael Oldmixon, Alaska 529
- Panelists:
 - Heather Barthelmes, Michigan Dept. of Treasury
 - Will Thompson, Florida Prepaid
 - Claire Whittington, Catalis





Michigan Marketing Initiatives

- Something new: <u>https://youtu.be/Wo9Ys-</u> <u>IZKp0?si=nHxr3AcyvTybIVIe</u>
- Something borrowed: <u>https://youtu.be/pHPukdd4ppk?si=PE-ikcbiJAmLk42b</u>



Florida Marketing Initiatives

- Highlighting Goal and Plan Use with Humor
- Highlighting Need for 529 Savings with Humor
- Background about Organization with Humor
- Highlighting Plan Flexibility with Humor



ADVANCING GOVERNMENT. ENGAGING CITIZENS.

CSPN Prepaid MiniCon April 10, 2024

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Y PND

Align529 - Customer Online Portal

ILLEGE SAVINGS MISSISSIPPI			М	PACT Forms MACS Form
ome Your Account • eGift •	Financials • Prepaid Cards •	Documents - Prepaid Ben	efits • F	Profile - Log Out
-Submitted Applications No Submitted Applications -Incomplete Applications Mr. ELIJAH T ABEL	ACCOUNT OWNER WALKER R. ABEL Sr. 8019 LAKE CV OXFORD, MS 38655-5997 USA Mailing Address 8019 LAKE CV OXFORD, MS 38655-5997 USA	Primary Telephone: (662) 816-5169 Email: oatest2@testfpp.com	Card You can now pay for your quali educational expenses anywhen	
	Savings Accounts			
	Beneficiary	Account Type	Account Number	Current Value
	ELIJAH T. ABEL	Individual Account	258963258	\$ 79,396.23
	SARAH M. ABEL	Individual Account	523698577	\$ 10,256.36
	Total Account Value			\$ 89,652.59
	Make a Contribution			
	Prepaid Accounts			
	Beneficiary	Account Number	Plan Type	Plan Status

Single Sign On

Supports Multiple529 Plans

Integrated Enrollment Flow

Contact Us | MPACT Disclosures | MACS Disclosure Booklet | Privacy & Security | Website Agreement

Single Sign On Customer Portal

COLLEGE SAVINGS MISSISSIPPI	MPACT Forms MACS Fo
Home Your Account + eGift	t • Financials • Prepaid Cards • Documents • Prepaid Benefits • Profile • Log Out
Add a Plan 🕏	PICK A PROGRAM PLAN TYPE
Age Grade Select 🤡	Tell us how you want to save.
Relationship Confirmation 🥝	
EnrollmentType	Mississippi Affordable College Savings Program (MACS)
Contingent Account Owner	Investment-based college savings plan with 10 different investment options.
Optional Information	Mississippi Prepaid Affordable College Tuition Plan (MPACT)
	With a Mississippi Prepaid Affordable College Tuition Plan (MPACT), families can lock in tuition rates and prepay their child's tuition and fees.
	Back Next
	Contact Us MPACT Disclosures MACS Disclosure Booklet Privacy & Security Website Agree
tion Plan (MPACT). The College Savings C (Catalis) is the Administrator. Please c atement, Master Contract, and Program vestments in MACS are neither insured r subject to an additional 10% federal ta ogram's websites are for informational p	he Program) is comprised of the Mississippi Affordable College Savings Program (MACS) and the Mississippi Prepaid Affordable Col Plans of Mississippi are administered by the Office of the State Treasurer of Mississippi (State). Catalis Regulatory and Compliance all toll-free 1-800-987-4450 and read the MACS Disclosure Booklet and Participation Agreement and MPACT's Disclosure and Priva Description, Rules, Regulations and Procedures carefully for this and other important information before opening an account. nor guaranteed and there is the risk you could lose money investing in MACS. Non-qualified withdrawals are taxable and earnings x. Neither the Program nor, the State, Catalis, or any of their respective affiliates and subcontractors provide legal or tax advice. T urposes only. An offer or solicitation of interests in MACS can be made only through the MACS Disclosure Booklet and Participation areer Savings, MACS, and MPACT logos and the Catalis logo are service marks of the State and Catalis Regulatory and Compliance

[PROPRIETARY AND CONFIDENTIAL]

Re-Engagement Communication Suite



We see you started to enroll in the Mississippi Prepaid College Tuition Plan. Do you need help finishing up?

One of our team members would be happy to walk you through the enrollment process. Please reach out to us Monday through Friday, 9:00 am - 6:00 pm (ET), at 1-800-987-4450. You can also <u>log in</u> anytime to finish your enrollment where you left off.

Sincerely,

Mississippi College and Career Savings

The information transmitted is intended only for the person or entity to which it is addressed and may contain confidential, proprietary, and/or privileged material. Any review, retransmission, dissemination, or other use of, or taking any action in reliance upon, this information by persons or entities other than the intended recipient is prohibited. If you received this in error, please contact us and delete the material from all computers.

This is an automated message. Please do not reply. Please call Customer Service at 1-800-987-4450 with any questions.

- Don't lose touch with key customers
- Automated emails at custom cadences with custom messaging
- Example Cohorts:
 - Incomplete enrollments
 - Dormant Accounts
 - Unfunded Accounts

Align 529 - Customer Online Portal

Your Account • eGift • Submitted Applications No Submitted Applications Incomplete Applications Mr. ELIJAH T ABEL In	Financials • Prepaid Cards • ACCOUNT OWNER Mailing Address WALKER R. ABEL Sr. Sa655-5997 USA Mailing Address Sa655-5997 USA Watke CV OXFORD, MS 38655-5997 USA Update Variation of the state of the	Documents • Prepaid Benefits • Profile Primary Telephone: (662) 816-5169 • News & Announceme Email: • NEW MACS529 P • oatest2@testfpp.com • Mastercard® is acceed • Mastercard® is acceed • Mastercard® is acceed • Mastercard® is acceed • MPACT Newborn • Period The 2022-2023 gen period for MPACT is 2023-2024 enrollmed September 1st, 202 * September 1st, 202 * September 1st, 202		529 Prepaid Debit way for your qualified openses anywhere s accepted with the Mastercard Prepaid re for more wborn Enrollment 3 general enrollment ACT is now closed.
S	Savings Accounts Beneficiary ELIJAH T, ABEL	Account Type Individual Account	assistance. Account Number 258963258	Current Value \$ 79,396.23
	SARAH M. ABEL	Individual Account	523698577	\$ 10,256.36
	Total Account Value			\$ 89,652.59
	Make a Contribution			
F	Prepaid Accounts	Account Number	Plan Type	Plan Status
	Beneficiary			

- Integrated News and Announcements
- Scheduled messaging that compliment marketing efforts
- Link promotional collateral or URL

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Questions?

- Contact for Moderator:
 - Lael Oldmixon, Alaska 529 Imoldmixon@alaska.edu
- Contact for Panelists:
 - Heather Barthelmes, Michigan Dept. of Treasury <u>BarthelmesH@michigan.gov</u>
 - Will Thompson, Florida Prepaid <u>William.Thompson@MyFloridaPrepaid.com</u>
 - Claire Whittington, Catalis <u>CWhittington@catalisgov.com</u>



Next up – to infinity and beyond...

Session #2:

Well-funded Plans: Where Do We Go From Here?

- Moderator:
 - Andrea Feirstein, AKF Consulting Group
- Panelists:
 - Luis Sierra, CFA, Marquette Associates
 - Matt Larrabee, FSA, EA, MAAA, Milliman
 - Lucas Minor, WA529
 - Claire Whittington, Catalis

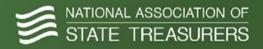




Well-funded Plans: Where Do We Go From Here?

Andrea Feirstein, AKF Consulting Group Luis Sierra, CFA, Marquette Associates Matt Larrabee, FSA, EA, MAAA, Milliman Lucas Minor, WA529 Claire Whittington, Catalis





Our Discussion Today

- 1. How Did We Get Here?
- 2. What Does a Surplus Measure?
- 3. How Does Overfunding Impact Our Programs?
- 4. What Processes Guide Decision-making?







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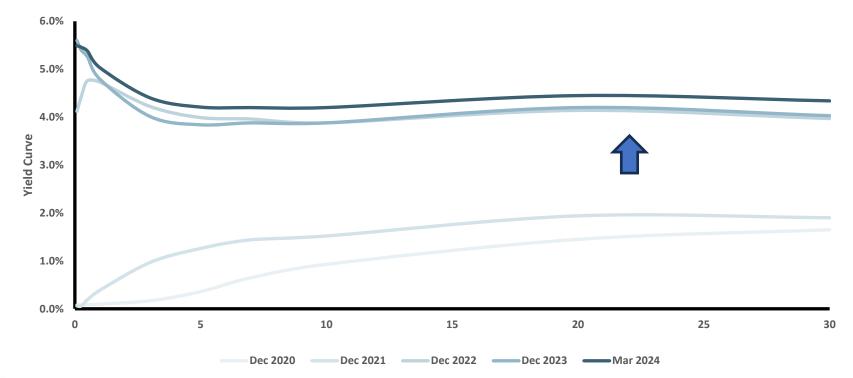
Section 1 – Market Review





Oh, how far we've come

A sharp yield curve change reflects the challenges for fixed income allocations in recent years and has required asset allocation reviews

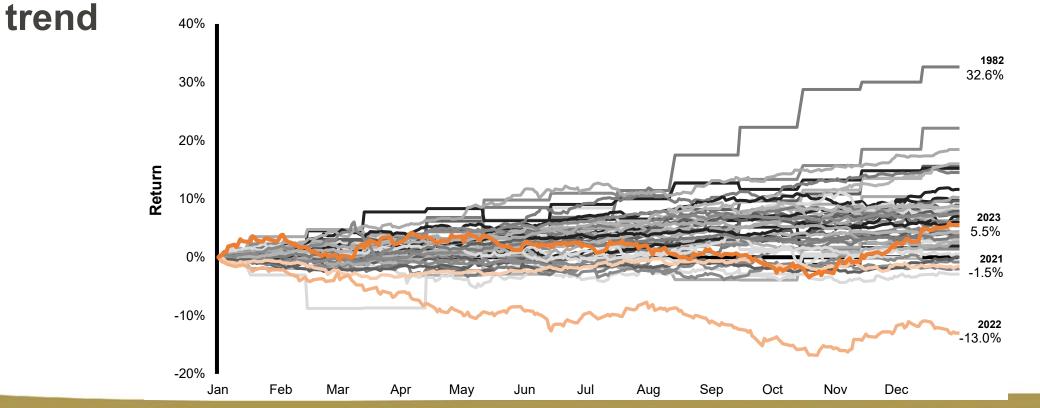


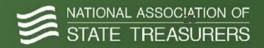


Source: U.S. Department of the Treasury

U.S. Aggregate Index CY returns

The U.S. Aggregate was on pace for a third consecutive year of negative returns before a furious rate rally in Q4 reversed this





26 Source: Bloomberg as of December 31, 2023

U.S. returns powerful through the last years

Recent 10-year rolling return periods have been strong compared to the long_term average





Asset Class Outlook

		CHANGE	HEADWINDS		NEUTRAL	TAILWINDS	
	Core bonds						
Fixed Income	Bank loans				-		
Fix	High yield						
	EMD				-		
	Large-cap				-		
ities	Mid-cap				-		
U.S. Equities	Small-cap					•	
U.S.	Value					•	
	Growth						
.s. es	Developed large-cap				-		
Non-U.S. Equities	Developed small-cap				-		
Ζŭ	Emerging markets				-		
sets	Core real estate						
Real Assets	Value-add real estate						
	Infrastructure						
Hedge Funds	Equity long/short						
ge Fi	Credit						
Hed	VRP						
Private Equity	Buyout						
Priv Eq	Venture Capital				•		
Private Credit	Direct lending						
Priv Cre	Distressed/opportunistic						

TAKEAWAYS
➤ Fixed Income: Bonds proved to be back in 2023, though yields exhibited remarkable volatility over the year. 2024 has started with slightly lower yields than last year. However, the all-in yield on the Bloomberg Aggregate Index remains attractive (currently above 4.5%). Spreads remain tight, with most trading well inside of averages.
❑ U.S.: Small-cap and value-oriented equities have been out of favor relative to their large-cap and growth-oriented peers, and these spaces currently exhibit attractive valuations. Additionally, value stocks have historically done well amid soft landings and falling inflation, while small-caps tend to outperform coming out of recessionary environments.
Non-U.S.: EM countries (outside of China, which still presents risks) stand to benefit from dynamics such as supply chain de-risking, demographic trends, and interest rate cycle positioning. Inflation is starting to cool in developed markets, though companies may come under pressure should rate cuts occur more slowly than expected.

- ➤ Real Assets: Elevated interest rates, lower transaction volume, and slowing rent growth are weighing on real estate appraisals. Though financing is a transient headwind for infrastructure, decarbonization and legislative incentives should support demand on a longer-term basis.
- Hedge Funds: Favorable short rebates and market dispersion should serve as tailwinds for equity long/short strategies, while higher borrowing costs will unevenly impact capital structures, creating opportunities for flexible credit managers.
- Private Equity: Valuations decreased in 2023 and transaction volume has moderated. Dry powder should benefit the exit environment for small buyout and lower-middle market. Repricing for VC-backed businesses has dampened returns for five quarters but has also created attractive buying opportunities for those with dry powder to deploy.
- Private Credit: Increased private markets deal flow and lower issuance from traditional lenders presents opportunities. Elevated rates and structural protections reduce concerns for higher defaults. High debt servicing costs and potential economic weakness highlights an improved distressed and opportunistic opportunity set.

For illustration only, as of December 31, 2023. These views apply to a 6- to 12-month horizon; arrows in Change column represent change in view since last quarter. This summary of individual asset class views shows relative direction and strength of conviction but is independent of portfolio construction considerations. These views should not be construed as a recommended portfolio or investment advice. Past performance does not imply future returns.



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Section 2 – Actuarial Considerations





30

What is Actuarial Surplus?

- Projected resources > projected obligations
 - A single-point-in-time calculation
- Resources
 - Assets already accumulated
 - Future premium payments for contracts already in force
- Obligations
 - Tuition and fee payments
 - Cancellation refunds
 - Operating expenses

All obligation and some resource assessments are present value calculations



Surplus Thresholds Will Differ

Discount rate:

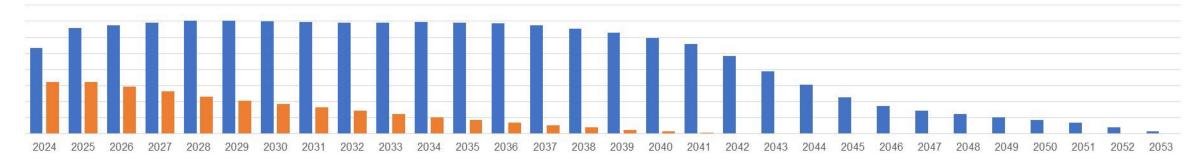
- Significantly affects the "obligations" present value calculation
- Modestly affects the "resources" present value calculation



Surplus Thresholds Will Differ

Projected Obligations

Projected Premiums (Resource)



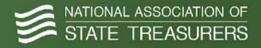




Before Spending Surplus

- Assessment idea #1
 - Calculate a "probability of success" using Monte Carlo simulations
 - Uses large number of potential scenarios for key input variables
- Assessment idea #2
 - Calculate surplus using "bad case" and "even worse case" scenarios
- Assessment idea #3
 - Calculate results NAIC-style insurance/reserving valuation
 - Risk-based capital assessment

Change asset allocation -> lower discount rate -> lower calculated surplus





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Section 3 – Surplus Benefits for Programs





GET Program Governance

WA529 Committee (Governing body)

The governing body shall administer the Washington advanced college tuition payment program in a manner reasonably designed to be actuarially sound, such that the assets of the trust will be sufficient to defray the obligations of the trust including the costs of administration.

All investments made by the investment board shall be made with the exercise of that degree of judgment and care pursuant to RCW <u>43.33A.140</u> and the investment policy established by the state investment board.

WA State Investment Board

(Sole investment authority) Office of the State Actuary

(Statutorily assigned actuary) The governing body shall annually evaluate, and cause to be evaluated by the state actuary, the soundness of the advanced college tuition payment program account and determine the additional assets needed, if any, to defray the obligations of the account.



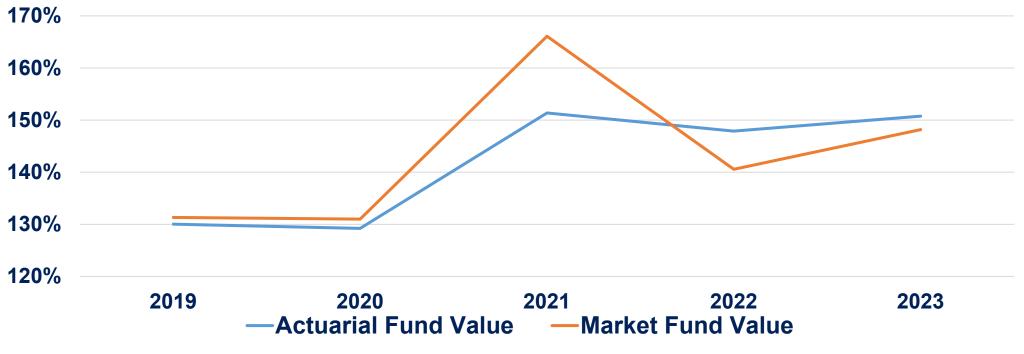
GET Funded Status and WA Tuition Growth



37 Source: WA Office of the State Actuary (2023)



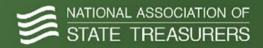
GET Funded Status by Asset Value



Source: WA Office of the State Actuary (2023)

Funded Status at June 30, 2023, is 151% using the actuarial (or smoothed) value of assets and 148% using the market value

An 8-year asset smoothing method was used to determine the actuarial value of assets



Risk Analysis for GET Unit Pricing

- The Program's ongoing success depends on maintaining a delicate balance between risk and affordability
 - "Risk" that the state will need to contribute to the program
 - "Affordability" of future GET units to be purchased by customers
- The Committee manages risk when selling units through the reserve component in the unit price
 - The larger the reserve, the lower the risk to the state; but
 - The higher the reserve, the less affordable the unit price and vice versa
- As with any financial security program, risks can change over time and some risks may not materialize
 - When applicable, the Price Cap can lower the reserve component of the unit price and rely on current program reserves to manage risk





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Section 4 – Governance Process Considerations





40

What Is Your Game Plan?

• Sources of Fiduciary Duty:

- State laws, rules and regulations
- Common law through Restatement of Trusts
- Federal laws for best practices
- Plan documents
- Guidance on Governance:
 - Structure, manner and process by which a Board makes decisions
 - Begins with understanding fiduciary duty
- Processes Based Upon:
 - Investment policy statements and monitoring criteria
 - Established performance benchmarks, including cadence of review (e.g., monthly, quarterly and annual)



Decision-making Best Practices

- Act in good faith and the best interest of Plan participants
- Abide by applicable laws, regulations and policies
- Establish and document prudent processes
- Review processes regularly to ensure consistency
- A good process is more important that a good outcome!



Contact Information

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Luis Sierra, CFA Marquette Associates (410) 825-0444 Isierra@marquetteassociates.com Claire Whittington Catalis (904) 728-8062 <u>CWhittington@catalisgov.com</u>





To close out our time today, let's talk amongst ourselves



Stick around from 4-5pm to network with your colleagues!

